

GARDENING THE MAIL ON SUNDAY

FACTS EXPOSED

Which Sunday audience are the largest spenders on their garden?
Who is more interested in the gardening pages of their newspaper?
Find out how you can target the most relevant audience for your business.



Facts Exposed – An Introduction

Welcome to Facts Exposed Gardening. This document contains information on all national newspapers and their readership in relation to Gardening. Data is taken from the following sources:

ABC: The Audit Bureau Circulation: ABC independently verifies on media performance. Put simply, the body that measures and collates sales of newspapers. Our Saturday circulation is a publisher's estimate.

NRS: The National Readership Survey provides an estimate of the number of readers of a publication and the type of people those readers are in terms of sex, age, regionality and many other demographic and lifestyle characteristics.

TGI: Target Group Index is a market research survey providing comparable consumer insights for newspapers and printed publications across the UK.

If you are looking for facts and figures on a particular area of Gardening, then please contact your regular contact at Mail Newspapers or email our marketing department at classified.marketing@mailnewspapers.co.uk

The following surveys have been used from the above sources: ABC January – June 2009, NRS January – June 2009. TGI January – December 2008.

Mail
Classified

Gardening

Every Sunday in The Mail on Sunday Classified

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Index

The Mail on Sunday vs. Daily Express & Sunday Express

The Mail on Sunday vs. Daily Mirror & The Sunday Mirror

The Mail on Sunday vs. Daily Mail

The Mail on Sunday vs. The Sun & News of the World

The Mail on Sunday vs. The Times & The Sunday Times

The Mail on Sunday vs. Amateur Gardening & Garden News

The Mail on Sunday vs. Daily Telegraph & Sunday Telegraph

The Mail on Sunday vs. BBC Gardeners' World & Garden Answers

The Mail on Sunday vs. Evening Standard & Metro London

The Mail on Sunday vs. The Garden & Gardening Which?

The Mail on Sunday vs. The Independent & The Independent on Sunday

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The Mail on Sunday vs. Daily Express & Sunday Express

	The Mail on Sunday	Daily Express	Difference %	Sunday Express	Difference %
Circulation	2,099,896	827,000	153.9%	638,602	228.8%
Readership	5,481,000	1,686,000	225.1%	1,618,000	238.8%
ABC1 Readers	3,693,000	1,009,000	266.0%	959,000	285.1%
Adults who are interested in the gardening pages in their newspaper	3,741,000	1,091,000	242.9%	1,133,000	230.2%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	1,347,000	226.1%	1,344,000	226.9%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	241,000	313.3%	285,000	249.5%
Adults who have bought power gardening equipment in the last 12 months	558,000	140,000	298.6%	162,000	244.4%
Adults who have bought garden furniture in the last 12 months	387,000	107,000	261.7%	102,000	279.4%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	41,000	117.1%	29,000	206.9%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	156,000	268.6%	138,000	316.7%
Mail on Sunday readers who do not read the Daily Express Mail on Sunday readers who do not read the Sunday Express	n/a	5,226,000 (95.4%)	n/a	5,151,000 (94%)	n/a

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The Mail on Sunday vs. Daily Mail

	The Mail on Sunday	Daily Mail	Difference %
Circulation	2,099,896	2,995,000	-29.9%
Readership	5,481,000	5,848,000	-6.3%
ABC1 Readers	3,693,000	3,797,000	-2.7%
Adults who are interested in the gardening pages in their newspaper	3,741,000	4,011,000	-6.7%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	4,834,000	-9.1%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	848,000	17.5%
Adults who have bought power gardening equipment in the last 12 months	558,000	586,000	-4.8%
Adults who have bought garden furniture in the last 12 months	387,000	320,000	20.9%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	102,000	-12.7%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	575,000	0.0%
Mail on Sunday readers who do not read the Daily Mail	2,538,000 (46.3%)	n/a	n/a

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The Mail on Sunday vs. The Times & The Sunday Times

	The Mail on Sunday	The Times	Difference %	Sunday Times	Difference %
Circulation	2,099,896	901,000	133.1%	1,214,603	72.9%
Readership	5,481,000	1,733,000	216.3%	3,213,000	70.6%
ABC1 Readers	3,693,000	1,526,000	142.0%	2,791,000	32.3%
Adults who are interested in the gardening pages in their newspaper	3,741,000	1,325,000	182.3%	2,225,000	68.1%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	1,418,000	209.8%	2,288,000	92.0%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	434,000	129.5%	736,000	35.3%
Adults who have bought power gardening equipment in the last 12 months	558,000	153,000	264.7%	255,000	118.8%
Adults who have bought garden furniture in the last 12 months	387,000	85,000	355.3%	184,000	110.3%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	15,000	493.3%	49,000	81.6%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	174,000	230.5%	336,000	71.1%
Mail on Sunday readers who do not read The Times Mail on Sunday readers who do not read The Sunday Times	n/a	5,211,000 (95.1%)	n/a	4,942,000 (90.1%)	n/a

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The Mail on Sunday vs. Daily Telegraph & The Sunday Telegraph

	The Mail on Sunday	Daily Telegraph	Difference %	Sunday Telegraph	Difference %
Circulation	2,099,896	1,051,000	99.8%	606,900	246.0%
Readership	5,481,000	2,140,000	156.1%	1,658,000	230.6%
ABC1 Readers	3,693,000	1,865,000	98.0%	1,448,000	155.0%
Adults who are interested in the gardening pages in their newspaper	3,741,000	1,654,000	126.2%	1,263,000	196.2%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	1,834,000	139.5%	1,443,000	204.4%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	477,000	108.8%	373,000	167.0%
Adults who have bought power gardening equipment in the last 12 months	558,000	199,000	180.4%	110,000	407.3%
Adults who have bought garden furniture in the last 12 months	387,000	101,000	283.2%	109,000	255.0%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	47,000	89.4%	31,000	187.1%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	269,000	113.8%	195,000	194.9%
Mail on Sunday readers who do not read the Daily Telegraph Mail on Sunday readers who do not read the Sunday Telegraph	n/a	5,172,000 (94.4%)	n/a	5,224,000 (95.3%)	n/a

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Gardening

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The Mail on Sunday vs. Evening Standard & London Metro

	The Mail on Sunday	Evening Standard	Difference %	London Metro	Difference %
Circulation	2,099,896	236,075	789.5%	735,712	185.4%
Readership – Saturday (Mon – Fri for Standard and Metro)	5,481,000	620,000	784.0%	1,874,000	192.5%
ABC1 Readers	3,693,000	498,000	641.6%	1,281,000	188.3%
Adults who are interested in the gardening pages in their newspaper	3,741,000	372,000	905.6%	812,000	360.7%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	382,000	1050.0%	785,000	459.6%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	129,000	672.1%	183,000	444.3%
Adults who have bought power gardening equipment in the last 12 months	558,000	27,000	1966.7%	67,000	732.8%
Adults who have bought garden furniture in the last 12 months	387,000	40,000	867.5%	37,000	945.9%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	4,000	2125.0%	24,000	270.8%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	92,000	525.0%	76,000	656.6%
Mail on Sunday readers who do not read the Evening Standard Mail on Sunday readers who do not read London Metro	n/a	5,347,000 (97.6%)	n/a	1,014,000 (81%)	n/a

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Gardening

Every Sunday in The Mail on Sunday Classified

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The Mail on Sunday vs. The Independent & The Independent on Sunday

	The Mail on Sunday	The Independent	Difference %	The Independent on Sunday	Difference %
Circulation	2,099,896	235,000	793.6%	169,603	1138.1%
Readership	5,481,000	551,000	894.7%	606,000	804.5%
ABC1 Readers	3,693,000	474,000	679.1%	526,000	602.1%
Adults who are interested in the gardening pages in their newspaper	3,741,000	393,000	851.9%	466,000	702.8%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	432,000	916.9%	508,000	764.8%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	163,000	511.0%	188,000	429.8%
Adults who have bought power gardening equipment in the last 12 months	558,000	67,000	732.8%	74,000	654.1%
Adults who have bought garden furniture in the last 12 months	387,000	80,000	383.8%	70,000	452.9%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	5,000	1680.0%	1,000	8800.0%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	46,000	1150.0%	37,000	1454.1%
Mail on Sunday readers who do not read The Independent Mail on Sunday readers who do not read The Independent on Sunday	n/a	5,412,000 (98.7%)	n/a	5,341,000 (97.5%)	n/a

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Gardening

Every Sunday in The Mail on Sunday Classified

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The Mail on Sunday vs. Daily Mirror & the Sunday Mirror

	The Mail on Sunday	Daily Mirror	Difference %	Sunday Mirror	Difference %
Circulation	2,099,896	1,599,000	31.3%	1,230,430	70.7%
Readership	5,481,000	3,407,000	60.9%	3,960,000	38.4%
ABC1 Readers	3,693,000	1,218,000	203.2%	1,603,000	130.4%
Adults who are interested in the gardening pages in their newspaper	3,741,000	2,073,000	80.5%	2,281,000	64.0%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	2,574,000	70.7%	2,637,000	66.6%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	382,000	160.7%	370,000	169.2%
Adults who have bought power gardening equipment in the last 12 months	558,000	262,000	113.0%	257,000	117.1%
Adults who have bought garden furniture in the last 12 months	387,000	141,000	174.5%	192,000	101.6%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	59,000	50.8%	65,000	36.9%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	232,000	147.8%	258,000	122.9%
Mail on Sunday readers who do not read the Daily Mirror Mail on Sunday readers who do not read the Sunday Mirror	n/a	5,128,000 (93.6%)	n/a	4,935,000 (90%)	n/a

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Gardening

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The Mail on Sunday vs. The Sun & News of the World

	The Mail on Sunday	The Sun	Difference %	News of the World	Difference %
Circulation	2,099,896	3,513,000	-40.2%	2,993,776	-29.9%
Readership	5,481,000	7,817,000	-29.9%	7,712,000	-28.9%
ABC1 Readers	3,693,000	2,845,000	29.8%	3,001,000	23.1%
Adults who are interested in the gardening pages in their newspaper	3,741,000	4,144,000	-9.7%	3,956,000	-5.4%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	5,037,000	-12.8%	4,833,000	-9.1%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	807,000	23.4%	835,000	19.3%
Adults who have bought power gardening equipment in the last 12 months	558,000	744,000	-25.0%	751,000	-25.7%
Adults who have bought garden furniture in the last 12 months	387,000	368,000	5.2%	348,000	11.2%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	135,000	-34.1%	146,000	-39.0%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	509,000	13.0%	552,000	4.2%
Mail on Sunday readers who do not read The Sun Mail on Sunday readers who do not read News of the world	n/a	4,686,000 (85.5%)	n/a	4,580,000 (83.6%)	n/a

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Gardening

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The Mail on Sunday vs. Amateur Gardening & Garden News

	Mail on Sunday	Amateur Gardening	Difference %	Garden News	Difference %
Circulation	2,099,896	42,691	4818.8%	35,538	5808.9%
Readership	5,481,000	158,000	3369.0%	124,000	4320.2%
ABC1 Readers	3,693,000	89,000	4049.4%	66,000	5495.5%
Adults who are interested in the gardening pages in their newspaper	3,741,000	118,000	3070.3%	67,000	5483.6%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	135,000	3154.1%	107,000	4005.6%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	35,000	2745.7%	17,000	5758.8%
Adults who have bought power gardening equipment in the last 12 months	558,000	15,000	3620.0%	12,000	4550.0%
Adults who have bought garden furniture in the last 12 months	387,000	6,000	6350.0%	3,000	12800.0%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	6,000	1383.3%	2,000	4350.0%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	35,000	1542.9%	45,000	1177.8%
Mail on Sunday readers who do not read Amateur Gardening Mail on Sunday readers who do not read Garden News	n/a	5,585,00 (99.5%)	n/a	5,588,000 (99.5%)	n/a

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The Mail on Sunday vs. BBC Gardeners World & Garden Answers

	Mail on Sunday	BBC Gardeners World	Difference %	Garden Answers	Difference %
Circulation	2,099,896	266,179	688.9%	23,360	8889.3%
Readership	5,481,000	1,480,000	270.3%	204,000	2586.8%
ABC1 Readers	3,693,000	1,007,000	266.7%	115,000	3109.6%
Adults who are interested in the gardening pages in their newspaper	3,741,000	1,244,000	200.7%	146,000	2462.3%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	1,488,000	195.2%	176,000	2396.0%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	497,000	100.4%	68,000	1364.7%
Adults who have bought power gardening equipment in the last 12 months	558,000	133,000	319.5%	19,000	2836.8%
Adults who have bought garden furniture in the last 12 months	387,000	119,000	225.2%	13,000	2876.9%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	74,000	20.3%	1,000	8800.0%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	361,000	59.3%	46,000	1150.0%
Mail on Sunday readers who do not read Amateur Gardening Mail on Sunday readers who do not read Garden News	n/a	5,258,000 (93.6%)	n/a	5,561,000 (99.0%)	n/a

Mail
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Gardening

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The Mail on Sunday vs. The Garden & Gardening Which?

	The Mail on Sunday	The Garden	Difference %	Gardening Which	Difference %
Circulation	2,099,896	Unknown	n/a	Unknown	n/a
Readership (NRS January - June 2009)	5,481,000	402,000	1263.4%	224,000	2346.9%
ABC1 Readers	3,693,000	323,000	1042.7%	159,000	2221.4%
Adults who are interested in the gardening pages in their newspaper	3,741,000	350,000	968.9%	203,000	1742.9%
Adults who have bought seeds, bulbs, plants, trees or shrubs in the last 12 months	4,393,000	374,000	1074.6%	204,000	2053.4%
Adults who have spent £100+ on seeds, bulbs, plants, trees or shrubs in the last 12 months	996,000	128,000	678.1%	63,000	1481.0%
Adults who have bought power gardening equipment in the last 12 months	558,000	42,000	1228.6%	23,000	2326.1%
Adults who have bought garden furniture in the last 12 months	387,000	58,000	567.2%	11,000	3418.2%
Adults who have bought a conservatory or greenhouse in the last 12 months	89,000	24,000	270.8%	3,000	2866.7%
Adults who have bought a homes or garden item as a result of seeing a newspaper ad in the last 12 months	575,000	Not available	n/a	Not available	n/a
Mail on Sunday readers who do not read the Garden Mail on Sunday readers who do not read Gardening Which? (TGI January - December 2009)	n/a	5,571,000 (99.2%)	n/a	5,571,000 (99.0%)	n/a

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Gardening

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